

The Examiner is respectfully requested to amend the above-identified application as follows:

IN THE CLAIMS:

Please cancel Claims 30-38 without prejudice or disclaimer of subject matter.

Please amend Claims 1-10, 12, 15-19, 21 and 24-29, to read as follows. A marked-up copy of the amended claims, showing the changes made thereto, is attached.

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1. (Twice Amended) A search method of searching for output information strongly related to input information from a plurality of candidate bodies of information, said method comprising:

- a keyword list generating step, of extracting one or more keywords typically representing information corresponding to the input information and each of the plurality of candidate bodies of information, extracting a weight value that is set in association with the input information and each of the plurality of bodies of candidate information, and generating a keyword list;
- an arithmetic step, of executing a predetermined arithmetic operation for the weight value of each keyword of the input information and the weight value of each keyword of each of the plurality of candidate bodies of information;
- a selection step, of selecting output information from the plurality of candidate bodies of information based on arithmetic results obtained by performing the predetermined arithmetic operation for substantially all keywords of each of the plurality of candidate bodies of

information in said arithmetic step; and

an output step, of outputting the input information attached with the output information,

wherein the weight value is a numerical value with "-" or "+" given to each keyword in consideration of a respective universally accepted idea on the contents of each of the keywords, wherein the "-" and the "+" mean that the keyword has negative and positive contents, respectively, with respect to its corresponding one of the universally accepted ideas.

2. (Amended) The method according to claim 1, wherein the predetermined arithmetic operation is multiplication of the weight values, and information corresponding to a large sum value of the arithmetic results is selected as the output information.

3. (Amended) The method according to claim 2, wherein the weight value includes a sign determined in advance for each keyword, and when a result of the predetermined arithmetic operation for weight values of a set of keywords has a relatively large positive value, it is determined that a relationship is strong.

4. (Twice Amended) The method according to claim 1, further comprising:  
an input step, of inputting the input information from a predetermined terminal;

a first storage step, of storing contents of the plurality of candidate bodies of

information in an information provider server; and

a second storage step, of storing the keywords of each of the plurality of candidate bodies of information and the weight values of the keywords in a management server.

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5. (Twice Amended) A search method of searching for output information related to input information from a plurality of candidate bodies of information, said method comprising:

an extraction step, of extracting one or more keywords representing selectivity to the input information;

a selection step, of selecting, as the output information, candidate information having a large sum value of keywords with values close to a value of the extracted one or more keywords from the plurality of candidate bodies of information; and

an output step, of outputting the input information with the output information attached to the input information.

6. (Twice Amended) The method according to claim 5, further comprising:

a first storage step, of storing the plurality of candidate bodies of information in an information provider server; and

a second storage step, of storing the one or more keywords representing selectivity to the input information in a management server.

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7. (Twice Amended) The method according to claim 5, wherein the input information is specific information corresponding to a predetermined code inputted by a user, and each of the plurality of candidate bodies of information is information to be attached to the specific information and presented to the user.

8. (Twice Amended) A search method of searching for output information related to input information from a plurality of candidate bodies of information, said method comprising:

a keyword list generating step, of extracting one or more information keywords typically representing information and each of the plurality of candidate bodies of information, extracting a weight value set in association with the input information and each of the plurality of candidate bodies of information, and generating a keyword list;

an extraction step, of extracting one or more user keywords representing selectivity to the input information;

an arithmetic step, of executing a predetermined arithmetic operation for the weight value of each information keyword of the input information and the weight value of each information keyword of each of the plurality of candidate bodies of information;

a calculation step, of calculating a sum value of arithmetic results obtained by performing the predetermined arithmetic operation for substantially all information keywords of each candidate body of information in said arithmetic step;

a quantification step, of quantifying a degree of matching between each

information keyword of each of the plurality of candidate information and the one or more user keywords;

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a selection step, of selecting, as the output information, a largest candidate information from a result obtained by adding quantified values obtained in said quantification step to the arithmetic results; and

an output step, of outputting the input information with the output information attached to the input information,

wherein the weight value is a numerical value with "-" or "+" given to each keyword in consideration of a respective universally accepted idea on the contents of each of the keywords, wherein the "-" and the "+" mean that the keyword has negative and positive contents, respectively, with respect to its corresponding one of the universally accepted ideas.

9. (Twice Amended) The method according to claim 8, further comprising a storage step, of storing in advance at least one apparatus keyword of a terminal apparatus, for outputting the output information, and a weight value of each apparatus keyword, wherein the weight value of each apparatus keyword is taken into consideration in said selection step.

10. (Amended) A computer-readable storage medium storing a program for implementing an information providing method according to claim 1.

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12. (Amended) An apparatus for searching for output information related to

input information from a plurality of candidate bodies of information, said apparatus comprising:

a keyword list generating unit adapted to extract one or more keywords

typically representing information corresponding to the input information and each of the

plurality of candidate bodies of information, extract a weight value that is set in association with

the input information and each of the plurality of candidate bodies of information, and generate a

keyword list;

a calculator, adapted to execute a predetermined arithmetic operation for the

weight value of each keyword of the input information and the weight value of each keyword of

each of the plurality of candidate bodies of information;

a selector, adapted to select output information from the plurality of candidate

bodies of information based on arithmetic results obtained by performing the predetermined

arithmetic operation for substantially all keywords of each of the plurality of candidate bodies of

information using said calculator; and

an output unit, adapted to output the input information with the output

information attached to the input information,

wherein the weight value is a numerical value with "-" or "+" given to each

keyword in consideration of a respective universally accepted idea on the contents of each of the

keywords, wherein the "-" and the "+" mean that the keyword has negative and positive contents,

respectively, with respect to a corresponding one of the universally accepted ideas.

15. (Amended) The apparatus according to claim 12, further comprising:

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an input unit, adapted to input the input information from a predetermined terminal;

a first storage unit, adapted to store contents of the plurality of candidate bodies of information in an information provider server; and

a second storage unit, adapted to store the keywords of each of the plurality of candidate bodies of information and the weight values of the keywords in a management server.

16. (Amended) An apparatus for searching for output information related to input information from a plurality of candidate bodies of information, said apparatus comprising:

an extraction unit, adapted to extracting one or more keywords representing selectivity to the input information;

a selector, adapted to select, as the output information, information having a large sum value of keywords with values close to a value of the extracted one or more keywords from the plurality of candidate bodies of information; and

an output unit, adapted to output the input information attached with the output information.

17. (Amended) The apparatus according to claim 16, further comprising:

a first storage unit, adapted to store the plurality of candidate bodies of information in an information provider server; and

a second storage unit, adapted to store the one or more keywords representing

selectivity to the input information in a management server.

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18. (Amended) The apparatus according to claim 16, wherein the input information is specific information corresponding to a predetermined code inputted by a user, and each of the plurality of candidate bodies of information is information to be attached to the specific information and presented to the user.

19. (Amended) An apparatus for searching for output information related to input information from a plurality of candidate bodies of information, said apparatus comprising:

a keyword list generator, adapted to extract one or more information keywords typically representing information and each of the plurality of candidate bodies of information one or more information keywords, and to assign in advance to each information keyword, extract a weight value set in association with the input information and each of the plurality of candidate bodies of information, and to generate a keyword list;

an extraction unit, adapted to extract one or more user keywords representing selectivity to the input information;

a calculator, adapted to execute a predetermined arithmetic operation for the weight value of each information keyword of the input information and the weight value of each information keyword of each of the plurality of candidate bodies of information;

a summation unit, adapted to calculate a sum value of arithmetic results obtained by performing the predetermined arithmetic operation for substantially all information



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keywords of each candidate bodies of information using said calculator;

a quantification unit, adapted to quantify a degree of matching between each information keyword of each of the plurality of candidate bodies of information and the one or more user keywords;

a selector, adapted to select, as the output information, a largest one of the plural candidate bodies of information from a result obtained by adding quantified values obtained from said quantification unit to the arithmetic results; and

an output unit, adapted to output the input information with the output information attached to the input information,

wherein the weight value is a numerical value with "-" or "+" given to each keyword in consideration of a respective universally accepted idea on the contents of each of the keyword, wherein the "-" and the "+" mean that the keyword has negative and positive contents, respectively, with respect to a corresponding one of the universally accepted ideas.

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21. (Amended) A computer program product embodying a program for implementing a search method of searching for output information related to input information from a plurality of candidate bodies of information, the program comprising:

program code for a keyword list generating step, of extracting one or more keywords typically representing information corresponding to the input information and each of the plurality of candidate bodies of information, extracting a weight value that is set in association with the input information and each of the plurality of candidate bodies of

information, and generating a keyword list;

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program code for an arithmetic step, of executing a predetermined arithmetic operation for the weight value of each keyword of the input information and the weight value of each keyword of each of the plurality of candidate bodies of information;

program code for a selection step, of selecting output information from the plurality of candidate bodies of information based on a sum value of arithmetic results obtained by performing the predetermined arithmetic operation for substantially all keywords of each of the plurality of candidate bodies of information in the arithmetic step; and

program code for an output step, of outputting the input information with the output information attached to the input information,

wherein the weight value is a numerical value with "-" or "+" given to each keyword in consideration of a respective universally accepted idea on the contents of each of the keywords, wherein the "-" and the "+" mean that the keyword has negative and positive contents, respectively, with respect to a corresponding one of the universally accepted ideas.

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24. (Amended) The computer program product according to claim 21, wherein the program further comprises:

program code for an input step, of inputting the input information from a predetermined terminal;

program code for a first storage step, of storing contents of the plurality of candidate bodies of information in an information provider server; and

program code for a second storage step, of storing the keywords of each of the plurality of candidate bodies of information and the weight values of the keywords in a management server.

25. (Amended) A computer program product embodying a program for implementing a search method of searching for output information related to input information from a plurality of candidate bodies of information, the program comprising:

program code for an extraction step, of extracting one or more keywords representing selectivity to the input information;

program code for a selection step, of selecting, as the output information, candidate information having a large sum value of keywords with values close to a value of the extracted one or more keywords from the plurality of candidate bodies of information; and

program code for an output step, of outputting the input information with the output information attached to the input information.

26. (Amended) The computer program product according to claim 25, wherein the program further comprises:

program code for a first storage step, of storing the plurality of candidate bodies of information in an information provider server; and

program code for a second storage step, of storing the one or more keywords representing selectivity to the input information in a management server.

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27. (Amended) The computer program product according to claim 25, wherein the input information is specific information corresponding to a predetermined code inputted by a user, and each of the plurality of candidate bodies of information is information to be attached to the specific information and presented to the user.

28. (Amended) A computer program product embodying a program for implementing a search method of searching for output information related to input information from a plurality of candidate bodies of information, the program comprising:

program code for a keyword list generating step, of extracting one or more information keywords typically representing information and each of the plurality of candidate bodies of information, extracting a weight value set in association with the input information and each of the plurality of candidate bodies of information, and generating a keyword list;

program code for an extraction step, of extracting one or more user keywords representing selectivity to the input information;

program code for an arithmetic step, of executing a predetermined arithmetic operation for the weight value of each information keyword of the input information and the weight value of each information keyword of each of the plurality of candidate bodies of information;

program code for a calculation step, of calculating a sum value of arithmetic results obtained by performing the predetermined arithmetic operation for substantially all information keywords of each candidate information in the arithmetic step;

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program code for a quantification step, of quantifying a degree of matching between each information keyword of each of the plurality of candidate bodies of information and the one or more user keywords;

program code for a selection step, of selecting, as the output information, a largest candidate information from a result obtained by adding quantified values obtained in the quantification step to the arithmetic results; and

program code for an output step, of outputting the input information with the output information attached to the input information,

wherein the weight value is a numerical value with "-" or "+" given to each keyword in consideration of a respective universally accepted idea on the contents of each of the keyword, wherein the "-" and the "+" mean that the keyword has negative and positive contents, respectively, with respect to its corresponding one of the universally accepted ideas.

29. (Amended) The computer program product according to claim 28, wherein the program further comprises program code for a storage step, of storing in advance at least one apparatus keyword of a terminal apparatus for outputting the output information and a weight value of each apparatus keyword, and taking the weight value of each apparatus keyword into consideration.

#### REMARKS

This application has been reviewed in light of the Office Action dated May 23,